



Board of Directors Regular Meeting Minutes

Wednesday, February 25, 2026

3pm - 5pm

Roseville Chamber of Commerce
 650 Douglas Blvd, Roseville, CA 95678
 916 783 8136

Call to Order/Introductions – Tom Carlson, President @ 3:00 pm

Meeting Attendance:

	DRP Board		Guests
x	Tom Carlson - President		
x	Lisa Peters – Vice President	x	Gina McColl, City of Roseville
x	Dave Herrick – Treasurer	x	Geneveve Topoll - Elevate
x	Ed Mojica – Secretary	x	Paul Gould – Monks Cellar
x	Kat Maudru - Operations	x	Mike Esparza (past board member) Rotary
x	Jamie Hazen - Member	x	Steve Bender - Rotary
x	Dave Piches - Member	x	Sheldon Schear - ARC
	MaryTess Mayall - Member	x	Jocelyn Maddox – Sip Fest
x	Frank Van Sant - Member	x	Rebecca Wilke – Sip Fest
x	Mark Vespoli - Member		
	Wayne Wiley - Member		

Public Comment (limited to 3 minutes each – for all items on or not on Agenda)

- Updates and preparedness messaging for the Big Boy train visit (April 10–11, 2026)

Roseville Police Department/Allied Security Update

- Public Safety / Patrol Presence (Parking Garage / Nights)
 - Discussion included patrol presence near Junction Street and the parking garage.
 - Patrol schedule referenced: approximately 9:00 a.m.–9:00 p.m., and Fridays/Saturdays until midnight to support bar activity.
 - Board requested more emphasis on Friday/Saturday visibility; response indicated support and increased presence is feasible.

President’s Comments – Tom Carlson

- President introduced Paul Gould (Monk’s Cellar) as a potential board member and welcomed newer participants.
- The President reiterated three 2026 goals and progress:
 1. Fill Vacancies
 - Board discussed a plan to host an open house (May/June timeframe discussed later) to attract property owners, merchants, and prospective participants.

2. Capital Project in Downtown (Lighting/Sound)
 - Discussed initiating a capital improvement project focused on lighting and/or sound.
3. Create a DRP connected 501(c)(3) Foundation
 - President discussed forming a 501(c)(3) to access grants and community funding and noted intent to seek legal guidance.
 - Target timeline: 2–3 months (Q2) for formation + tax-exempt process
4. Collaboration / Best Practices
 - President raised exploring collaboration with another partnership (Folsom) including meeting attendance and benchmarking how they operate.

Approval of Regular Meeting Minutes of 01/28/26 - Tom Carlson

The draft minutes from the January 28, 2026 regular board meeting were presented for approval.

MOTION

Approve the Regular Meeting Minutes of January 28, 2026

Moved by: Frank Van Sant **Seconded by:** Dave Piches **Vote:** APPROVED

Treasurer's Report – David Herrick

- Key financial notes:
 1. January activity (ice rink-driven):
 - Details shown in the provided spreadsheet.
 2. February activity
 - Payments due to ice rink not on the list - \$1,000
 - Venture Lab - \$5000 contribution
 - \$2,100 for ice rink
- Discussion:
 1. Initial budgets set up for each committee. Committees to look at these numbers.
 2. Still looking into carry-over from 2025.
 3. Ice Rink revenue – where does this go?
 4. Budget is still tentative for 2026 – roughly \$262,000 for 2026

MOTION

Approve the Treasurer's Report and budget direction

Moved by: Ed Mojica **Seconded by:** Dave Piches **Vote:** APPROVED

Stakeholder and Status Reports:

- Comments or questions not covered in Board Packet Report
 1. City of Roseville – Economic Development (Gina McColl)
 - Union Pacific “Big Boy” Locomotive: The Big Boy will return to Roseville April 9–11, 2026. Public viewing will occur April 10–11 at Atlantic Street/Vernon Street. Large crowds are anticipated, potentially exceeding last year's attendance. Merchants are encouraged to remain open.
 - Atlantic/Vernon Street Improvement Project: Construction continues through spring 2026. Updated information available on the City website.
 - AI for Business Workshop: Free workshop series at Roseville Venture Lab on March 4, 2026, 6–8 p.m., focused on practical AI tools for small businesses.
 2. Downtown Roseville Merchants (DRM)

- The DRM thanked DRP and Roseville Auto Mall for early sponsorship of the 2026 Season of Downtown Tuesday Nights.
 - DRM Annual Meeting via Zoom: Tuesday, March 3, 2026 at 6:00 p.m. All merchants in the DRM email database will be invited.
3. Parks & Recreation
 - March 1: Worldsworst Vintage Market, 10:00 a.m.–6:00 p.m., Vernon Street Town Square / S. Grant Street.
 - March 12: Food Truck Mania, 10:00 a.m.–4:00 p.m., Vernon Street Town Square / S. Grant Street.
 4. Admin/Projects
 - Working with Elevate on the DRP Annual Report (draft target: March 19, 2026).
 5. PR/Marketing, Technology & Events
 - Ice Rink Recap to be presented at this meeting (see Agenda Item: Ice Rink Update).
 6. Clean & Safe
 - Green & Clean Community Cleanup Day planning is progressing well. Marketing materials have been completed and are being distributed to property owners and merchants.
 - Six sponsors have committed, totaling approximately \$4,000, which is expected to cover most or all event costs.
 - Six raffle prizes have been donated by downtown merchants.
 - Current volunteer registrations: 37. Target: 200 (shirt-based capacity).

Action Items

Action Item #1 – Sponsorship: Roseville Rotary “Bites & Bevies”

Presenter: Steve Bender, Roseville Rotary / Bender Insurance Solutions

Date & Time	Saturday, April 25, 2026, 1:00–5:00 p.m.
Location	Vernon Street Town Square
Estimated Attendance	725–750
Participants	13–15 restaurants, ~12–13 wineries, ~12–13 breweries
Entertainment	Live music and games; security provided by City/risk management
Fundraising Goal	\$30,000 total; \$19,750 raised to date
DRP Sponsorship Request	\$1,250

MOTION

Approve sponsorship of Roseville Rotary “Bites & Bevies” at a cost not to exceed \$1,250

Moved by: Lisa Peters

Seconded by: Mark Vespoli

Vote: APPROVED

Action Item #2 – Sponsorship: Roseville Sip Fest

Presenter: Jocelyn Maddox (Placer County Vintners Association) and Rebecca Wilkie (Cuvée Marketing)

Event	Inaugural Roseville Sip Fest – Sip-and-Shop Format
Date	Saturday, May 16, 2026
Location	Downtown Roseville (multiple host locations: retail, offices, salons, etc.)
Format	Attendees sip inside participating businesses and walk between locations
Ticket Estimate	To be finalized based on number of participating locations
Open Container	Roseville has not adopted an entertainment zone; sipping is inside businesses only
DRP Sponsorship Request	\$1,000 (Year 1)

Near-term planning milestones discussed:

- Launch marketing campaign (week of meeting)
- File ABC permit (early the week following the meeting)
- Secure remaining breweries and additional host locations
- Produce and distribute flyers and signage

MOTION

Approve sponsorship of Roseville Sip Fest at a cost not to exceed \$1,000 for Year 1

Moved by: Dave Piches **Seconded by:** Frank Van Sant **Vote:** APPROVED

New Discussions

- Ice Rink Update (Lisa Peters)
 1. The ice rink committee met and recommended not proceeding with an ice rink this year. Reasons discussed:
 2. Site constraints: cannot expand the footprint beyond current size
 3. Location limitations and infrastructure/lighting challenges
 4. Cost considerations relative to expected return
- Alternatives and next steps discussed:
 1. Shift winter programming focus toward post-parade and off-peak-city-programming activities.
 2. Evaluate a proposal from vendor “Vern” (inflatables, train concept); a vision board/proposal is forthcoming.
 3. Explore building-mounted lighting enhancements (estimated rough cost: \$15,000–\$20,000).
- Green & Clean Community Cleanup Day Update (Tom Carlson)
 1. Date: Saturday, March 14, 2026 | 8:00 a.m. – 4:00 p.m. (with shorter volunteer shifts)
 2. Volunteer registrations: 37 registered; target is 200.
 3. Operational plan:
 - District divided into five zones; each zone assigned a DRP board member as “zone captain”
 - Volunteer shifts: 8:00–10:30 a.m., 10:30 a.m.–1:00 p.m., 1:00–3:30 p.m., plus end-of-day wrap-up
 - Shirts: Kelly green with white logos; sponsor logos to be converted to black/white for printing (needed ASAP)

- Supplies: trash bags, gloves, hand sanitizer; swag bags/backpacks under consideration
- End-of-day program: remarks by the Police PIO + raffle drawing (six prizes donated)
- Central staging/trash drop location: vacant lot near county area with dumpsters
- Outstanding items:
 1. Insurance/liability coverage: staff to confirm DRP is covered; contact Mike Esparza
 2. Promote event at Chamber Breakfast and other venues to drive sign-ups toward 200
- Banner Update (Dave Piches)
 1. The prior banner rotation error has been corrected.
 2. Winter/spring banners are now installed.
 3. Summer banners are scheduled to return in June.
- Realtor's Open House / Vacant Properties Initiative (Wayne Wiley / Tom Carlson)
 1. The board discussed a two-part initiative to address downtown commercial vacancies:
 2. Add available commercial spaces to the DRP website, including photos and contact information, and promote via the DRP newsletter and Instagram/social media.
 3. Host a Realtor's Open House tentatively in May/June: tour vacant spaces, invite property owners, merchants, and prospects, and define preferred target business types.
 4. Staff to coordinate with Jen on website updates, confirm space availability with Jeff, and work with commercial agents Suzette Loggins and Summer Lopes.
- Dinner on the Bridge – Future DRP Partnership (Lisa Peters)
 1. The City has expressed interest in DRP involvement with Dinner on the Bridge.
 2. Recommendation: DRP observe and/or participate in the 2026 event to understand logistics before taking on a larger role in future years.
 3. Goal: improve downtown merchant and restaurant representation and explore future sponsorship potential.
- Annual Parade – Expansion Concepts (Dave Piches / Stephanie Hill)
 1. The board brainstormed enhancements to the annual parade and post-parade programming:
 2. Add bounce houses, blow-up mazes, and other family attractions in Vernon Street Town Square
 3. Consider charging for certain attractions to offset costs and generate additional revenue
 4. Expand the parade itself with more floats, bands, and musical acts to increase vibrancy
 5. This item will return to the agenda at the next meeting with additional detail.
- PBID/DRP Renewal 2028 (Kat Maudru)
 1. The board discussed the importance of beginning preparations well in advance of the 2028 PBID/DRP renewal.

2. Recommendation: begin substantive planning and budgeting by end of 2026, continuing through 2027 to avoid a last-minute scramble.
 3. Staff to research renewal costs and incorporate into the long-range budget.
- Operations Plan / Quarterly Check-Ins (Kat Maudru)
 1. Q1 priorities by program area:
 - Clean & Safe: Community Cleanup Day execution
 - Marketing & Admin: Follow through on ice rink decision; finalize 2026 programming alternatives
 - Arts & Entertainment: Assess mural program status, noting leadership changes and leave of absence
 - Capital Improvements: Reestablish and promote facade grant program; advance lighting expansion; monitor commercial vacancies; pursue open house planning
 - Additional initiative discussed: obtain cost estimates for projected/light murals as a potential component of the lighting concept.
 2. Annual Report draft target: March 19, 2026.

Action Items & Next Steps

Action Item	Detail	Owner / Deadline
501(c)(3) Formation	Obtain legal guidance; schedule call with Carson re: 501(c)(3)s and PBIDs; target Q2 formation	Tom Carlson / Q2 2026
Lighting/Sound – Vernon Street	Talk to Dave Herrick to initiate scoping of capital project	Tom Carlson / Near-term
DRP Collaboration	Contact Judy (Folsom); plan to attend a meeting and benchmark practices	Tom Carlson / Near-term
2026 Budget Finalization	Distribute prior-year non-venue expenses by category; finalize carryover/ice rink accounting	Dave Herrick + Team / Near-term
Big Boy (Apr 10–11)	Send merchant communications; post restaurant list to website with QR code; create signage/banner; coordinate with City on logistics	Staff + Team / Before Apr 10
Sip Fest (May 16)	Launch marketing; file ABC permit; secure venues & breweries; produce/distribute flyers and signage	Staff / Week of 2/25
Cleanup – Shirts/Logos	Collect sponsor logos; convert to black/white; send to printer ASAP	Staff / This week
Cleanup – Zone Map	Build 5-zone district map with captains; provide to designer for publishable graphic	Staff / Before Mar 14
Cleanup – Insurance	Confirm DRP liability coverage; contact Mike Esparza; finalize waiver if needed	Staff / ASAP
Cleanup – Recruitment	Promote sign-ups at Chamber Breakfast and other venues; push toward 200 registrants	All Board / Ongoing
Cleanup – Supplies/Raffle	Finalize swag bags, supplies list (gloves, bags, sanitizer); set up raffle logistics	Staff / Before Mar 14
Website – Vacant Spaces	Add available commercial spaces (photos + contact info) to DRP website; promote via newsletter and Instagram	Staff (Jen/Jeff) / Near-term

Realtor’s Open House	Continue planning May/June open house; define target business types for next meeting	Wayne Wiley + Kat / May–Jun
Annual Report	Finalize draft by target date	Staff / March 19, 2026
Parade Expansion	Develop detailed proposal for bounce houses, entertainment, and music additions; bring back next meeting	Dave Piches / Next Meeting
PBID Renewal 2028	Research renewal costs; begin planning by end of 2026; incorporate into long-range budget	Kat Maudru / End of 2026
Façade Grant Program	Reestablish and promote; monitor vacancies; advance lighting expansion; obtain mural/light mural cost estimates	Team / Ongoing

Adjournment

There being no further business, a motion was made to adjourn the meeting.

MOTION
 Motion to Adjourn
Moved by: Dave Herrick **Seconded by:** Dave Piches **Vote:** APPROVED

The meeting was adjourned.

Minutes Approval

These minutes are submitted for approval at the next regular Board meeting.

 Tom Carlson, President

Date: _____

 Ed Mojica, Secretary

Date: _____

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Carole Dittmer at (916) 783-0760 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.